

## IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1. (Previously presented) A computer implemented method in a Dutch auction between a plurality of potential bidders, comprising:

generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

selecting a price value in said sequence of price values;

for at least a first potential bidder, transforming, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for said first potential bidder, wherein said second view is associated with the auction item of the first type; and

for at least a second potential bidder, transforming, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for said second potential bidder, wherein said third view is associated with the auction item of the second type that is different from said first type;

wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type.

2. (Previously presented) The method of claim 1, wherein generating a sequence of price values comprises predefining a series of price increments or decrements.

3. (Previously presented) The method of claim 2, wherein generating a sequence of price values further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

4. (Previously presented) The method of claim 1, wherein transforming, using a characteristic of an auction item of a first type comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Previously presented) The method of claim 1, wherein transforming, using a characteristic of an auction item of a first type comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Previously presented) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct a Dutch auction between a plurality of bidders, said method comprising:

generating a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;

selecting a price value in said sequence of price values;

transforming, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with the auction item of the first type; and

transforming, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with the auction item of the second type that is different from said first type;

wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type.

7. (Previously Presented) The medium of claim 6, wherein said method further comprises predefining a series of price increments or decrements.

8. (Previously Presented) The medium of claim 7, wherein said method further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

9. (Previously Presented) The medium of claim 6, wherein said method further comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.
10. (Previously Presented) The medium of claim 6, wherein said method further comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.
- 11-15. (Cancelled)
16. (Previously presented) A system for conducting a Dutch auction between a plurality of bidders, comprising:
- a processor; and
  - a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:
    - generate a sequence of price values for a comparative bid parameter that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;
    - select a price value in said sequence of values;
    - transform, using a characteristic of an auction item of a first type, said selected price value into a first bidder comparative bid parameter value that is used to create a second view of the Dutch auction for a first potential bidder, wherein said second view is associated with the auction item of the first type; and
    - transform, using a characteristic of the auction item of a second type, said selected price value into a second bidder comparative bid parameter value that is used to create a third view of the Dutch auction for a second potential bidder, wherein said third view is associated with the auction item of the second type that is different from said first type;
      - wherein the characteristic of the auction item of the first type is associated with the quality of the item of the first type.

17. (Previously presented) The system of claim 16, wherein generating includes predefining a series of price increments or decrements.

18. (Previously presented) The system of claim 17, wherein generating includes changing said predefined series of price increments or decrements in real-time during the Dutch auction.
  19. (Previously presented) The system of claim 16, wherein transforming includes performing one of a linear transformation, non-linear transformation, and lookup table transformation.
  20. (Previously presented) The system of claim 16, wherein transforming includes performing a combination of linear, non-linear, and lookup table transformations simultaneously.
- 21-46. (Cancelled)